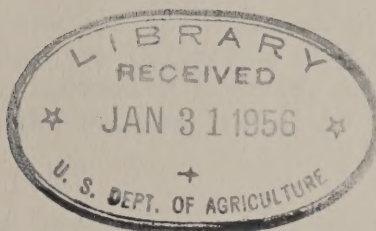


STUDYING EXTENSION WORK WITH FARMERS AND FARM HOMEMAKERS
IN
MADISON PARISH, LOUISIANA



PART I-WHITE FAMILIES

(A report on Negro families is given under a separate cover as Part II.)

Agricultural Extension Service
Louisiana State University
Baton Rouge, Louisiana

The study covered by this report was made under direction of G. L. Burleson, Program Analyst, Louisiana Extension Service, with Dr. Gladys Gallup, Assistant Chief, and Mrs. Laurel Sabrosky, Extension Analyst, Division of Field Studies and Training, Extension Service, U.S.D.A. as consultants on tabulations, analyses, and interpretations.

FOREWORD

A program of Extension studies was started in the spring of 1949. These studies were designed as the beginning of a continuous process of evaluation to help us, as Extension workers, to analyze ourselves, our activities, the people with whom we work, and the effectiveness of the Extension program.

The first parish study, "A Study of Agricultural Extension Work in Lafourche Parish," was made in May, 1949, and reported as Agricultural Extension Publications No. 1053 and 1054, September, 1950.

Studies of Extension work in Red River and Washington Parishes were the second and third in this series. These studies were reported separately in mimeograph form in November, 1950.

This study in Madison Parish is the fourth in the series.

These studies deal with the general effectiveness of Extension work. They will be followed by intensive studies of the effectiveness of Extension in special fields, including both programs and teaching methods.

H. C. Sanders
Director

ADVISORY COMMITTEE FOR MADISON PARISH STUDY

J. G. Richard, Assistant Director and State Agent
Miss Ellen LeNoir, State Home Demonstration Agent
Norvel E. Thames, District Agent
Miss Gladys Tappan, District Agent
Max McDonald, County Agent, Madison Parish
Mrs. Ethel Fuller, Home Demonstration Agent, Madison Parish
Alton M. Haley, Assistant County Agent, Madison Parish
Mrs. Nellie G. Powell, Assistant Home Demonstration Agent for Work with
Negroes, Madison Parish.

STANDING COMMITTEE ON EXTENSION STUDIES

Miss Marjorie Arbour, Editor
W. D. Curtis, Associate Agricultural Economist
Mrs. Rogenia Green Trotter, Specialist in Housing and Home Furnishings
John A. Cox, Extension Horticulturist
R. A. Wasson, Extension Agronomist
C. W. Davis, Assistant State Agent and Professor of Agricultural
Extension Education
Miss Nan Tarwater, District Agent
G. L. Burleson, Program Analyst

INTERVIEWERS

Miss Margaret Jolley, Associate Extension Nutritionist
Mrs. Effie M. Lofton, Home Demonstration Agent, Tensas Parish
Mrs. Ada Hanchey, Home Demonstration Agent, Franklin Parish
Miss Irene McQueen, Home Demonstration Agent, West Carroll Parish
Miss Inez Calloway, Home Demonstration Agent, Concordia Parish
Mrs. Juanita J. Terry, Home Demonstration Agent, Catahoula Parish
Basil Doles, County Agent, Richland Parish
F. O. LeVasseur, County Agent, Tensas Parish
Jessee Peterson, County Agent, West Carroll Parish
Guy Luno, County Agent, Franklin Parish
A. G. Kilgore, Associate Agronomist
J. A. McDaniel, Assistant Farm Management Specialist

PURPOSE OF THE STUDY

The purpose of this study is to determine the extent to which farmers and farm homemakers in Madison Parish have adopted farm and home practices that have been recommended by the Extension Service, the effectiveness of the teaching methods used, the extent to which farmers and farm homemakers have contact with Extension, and the knowledge farmers and farm homemakers have of the Extension Service.

HOW THE STUDY WAS MADE

Information was obtained in May, 1951, from 142 white farm families through the personal interview method. The sample of families to be interviewed was taken from a random list of white farm families in the parish by taking every third name, starting with a randomly selected number.

In addition to the 142 white families, 98 Negro farm families were selected in the same manner by taking every second name from a random list of Negro families. Sharecroppers were not included in the study.

The interviewing was done by six men and six women, all Extension workers. Three were from the state Extension office. Four were county agents, and five were home demonstration agents, all from adjoining or nearby parishes. The same enumerator interviewed both the farmer and homemaker in a family. Neither the agents in Madison Parish nor the district agents were included as interviewers, but all actively assisted with the planning and conduct of the study.

DESCRIPTION OF MADISON PARISH

Madison Parish, named after the fourth president of the United States, is located in the cotton-growing Mississippi River delta section of Northeast Louisiana. Its written history goes back to 1721, when it was part of the Orleans district of the Louisiana Territory. Madison Parish was created by the legislature in 1838 from an area that formerly had been part of Ouachita Parish and Warren Parish, or County. (Warren County was abolished in 1809 at the same time the legislature changed the designation "county" to "parish".)

Madison originally included some of the area of the present parishes of Richland and Franklin. After various curtailments and additions, it acquired its present size and contours in 1861. The parish now is roughly 30 miles long, east and west, and 25 miles wide. It covers 650 square miles, or 416,000 acres, of which 100,000 acres are farm land. The rest is largely virgin forest, composed of cypress, tupelo gum, red gum, and oak. Lumber companies own a considerable part of the woodland.

For many years cotton was the only money crop in the parish. A change began, however, with the coming of cheap cotton and acreage controls in the 1930's and was speeded by the farm labor shortage during World War II. Cotton is still the big crop, but Madison rapidly is becoming diversified. Beef cattle, swine growing, soybeans for oil, corn harvested by hogging off, and dairying are becoming more important each year.

The 100,000 acres of farm land now consists of about 28,000 acres in cotton, 8,000 acres in soybeans grown for oil, 18,000 acres of corn, 12,000 acres of oats and hay, 20,000 acres of improved pasture, 9,000 acres of wild hay and idle land, and about 5,000 acres devoted to truck crops and to space for home sites and other purposes.

Tallulah is the parish seat and only town in Madison. In 1940 the population of the parish was 18,443, and in 1950 it was 17,444. This represents a loss of 5.4 percent. During the same period, the rural population declined 30 percent from 13,731 to 9,669. In 1940, approximately 31 percent of the total population was white and 69 percent Negro. There are fewer people on the farm and the average size of the farms is increasing.

Madison Parish was chosen for this survey because it is considered typical of the cotton-growing delta section of the state in which it is located.

THE EXTENSION PROGRAM

Farm demonstration work was begun in 1911, or three years prior to passage of the Smith-Lever Act. Organized Extension work was started on July 1, 1914. Since the beginning the parish has been served continuously by a parish agricultural agent. Including the present agent, there have been four different county agents during the 40-year period prior to this study.

Home Demonstration work was started on May 21, 1917, and has been carried on without interruption to the present time. During this 33-year period the parish has been served by five different home demonstration agents.

An assistant county agent was appointed on October 1, 1946. Since that time two different persons have served in the position of assistant county agent.

An assistant home demonstration agent for work with Negroes was appointed and started to work on September 1, 1939. This work has continued without interruption to the present time. During this time, two different persons have served as assistant home demonstration agent for work with Negroes.

Broadly speaking, the purpose of Extension work is to help develop people that they may more easily identify and solve the various problems that affect their own welfare. Working toward this broad objective, the program is set up to help increase the knowledge and skills of the people, encourage more efficient farming and better homes, produce a higher income, and raise the standard and scale of living. Within this broad frame of fundamental aims, the program of the Extension agents has included the following:

Agricultural Agents

1. Corn. Adapted hybrids, fertilization, early planting, protection from insects while in storage.
2. Cotton. Good planting seed of adapted varieties, fertilization, insect control, defoliation for picking.
3. Soil Conservation. Growing winter legumes, interplanting corn with soybeans, drainage.
4. Oats. Varieties, fertilization, winter grazing off.
5. Soybeans for Oil. Varieties, date and rate of seeding, insect control, storage.
6. Beef Cattle. Herd management, winter feeding, calfhood vaccination to control Bang's, controlled breeding, control of lice and flies, growing out best Heifers as cow herd replacements.
7. Swine. Management and feeding, hogging off corn and soybeans.
8. Pastures. Establishing new pastures and improving old pastures by seeding with Dallis grass and White Clover, using Fescue grass, mowing to control noxious weeds and grasses.

Home Demonstration Agents

1. Nutrition and Health
 - a. Food production. Poultry. Home gardening.
 - b. Food selection and preservation. Emphasis on more milk in family meals. Cheese making. Frozen desserts.
 - c. Food preservation. Canning. Freezing.
 - d. Posture in relation to health.
 - e. Teeth, their development and care.
2. Housing and home management. House plans, room improvement, kitchen arrangement, storage space, household appliances, home furnishings.
3. Landscaping. Improving home grounds.
4. Clothing. Selection and construction.
5. Consumer education. Better buying practices.
6. Insect control. Household, vegetable garden, flower garden.

Four-H Club work for white children is carried jointly by the county agents and home demonstration agents. For Negro children, it is carried by the assistant home demonstration agent for work with Negroes.

In the year 1950, there were five organized clubs for whites in the parish with an enrollment of 230 girls and 192 boys. For Negroes there were 13 organized clubs with an enrollment of 286 girls and 247 boys. These figures include children from both farm and non-farm homes.

CHAPTER I

MADISON PARISH AND ITS PEOPLE

A Large Proportion of the Farmers and Homemakers Have Lived on Their Farms and in the Parish 10 Years or More

Forty-four percent of the farmers and 40 percent of the homemakers have lived on their farms for 10 years or more (Table 1). Sixty-seven percent of the farmers and 66 percent of the homemakers have lived in the parish 10 years or more.

Table 1--Length of Time Farmers Have Farmed This Place and Farmed in the Parish,

Length of Time Homemakers Have Lived as Homemakers on This Place and in the Parish.

Years	On Farm		In Parish	
	Farmers	Homemaker	Farmers	Homemaker
Number of records	140	137	140	137
Percentage:				
Less than 1 year - - -	5.7	6.5	1.4	2.2
1-4 Years - - - - -	27.1	26.9	14.4	13.8
5-9 Years - - - - -	23.6	26.3	17.1	18.8
10 Years and Over	43.6	40.1	67.1	65.6

Size of Farms

Sixty-one percent of the farms have 50 acres or more of cropland; only seven percent have less than 20 acres (Table 2).

Table 2--Acres in Cropland

Acres	Farms
Number of records	142
Percentage of farmers having:	
1-19 Acres - - - - -	7.0
20-29 Acres - - - - -	9.9
30-49 Acres - - - - -	21.8
50 Acres or Over - - - -	61.2

Major Sources of Farm Income

The major sources of farm income are cotton, corn, beef cattle, soybeans for oil, hogs, dairying, and hay. (Table 3.)

Table 3 -- Major Sources of Farm Income

Number of records	142
Percentage of farmers naming:	
Cotton93.6
Corn92.2
Beef cattle.39.4
Soybeans for oil37.3
Hogs22.5
Hay10.6
Dairying9.9
Poultry3.5

Portion of Family Money-Income Made From Farm

Two-thirds of the families derive all their money income from the farm. The other one-third derive money income from part-time work such as work in lumber mills and miscellaneous work mostly within the parish.

Tenure Status

Eighty percent of the farmers are owners or part owners, three percent managers, and 17 percent tenants.

Transportation is Good

The roads are good. There is a comprehensive system of hard surfaced or gravel roads that reaches all communities in the parish. One paved highway parallels the Illinois Central Railroad east and west through the center of the parish, while another parallels the Missouri Pacific Railroad running north and south.

Fifty-six percent of the families own automobiles, and 67 percent own trucks. Ninety-one percent of the families have an automobile or truck. Sixty percent of the homemakers drive a car.

The Farm Homes

The farm houses are fairly large. They average over five and one-half rooms per house. The average number of persons per room is less than one. Space, therefore, would seem to be adequate in these homes. Fifty-five percent of the houses are painted frame, brick or concrete. Only 45 percent are unpainted frame.

Home Facilities

Fifty-four percent of the homes have running water in the house (Table 4). Thirty-eight percent of the houses have complete bathrooms.

Ninety-four percent of the houses have electricity and an equal number have electric lights. Additional conveniences in the houses have accompanied the installation of electricity. Ninety-six percent of the families have radios, 92 percent have mechanical refrigerators, and 80 percent have power washing machines.

Forty-four percent of the families have home freezers. Twenty percent have rented locker space. Eighty-three percent of the families have sewing machines. Eighty-seven percent have pressure cookers for canning.

Table 4.--Home Facilities

Number of records, 142

Percentage of homes with:

Running water in house.	54.2
Complete bathroom	38.0
Electricity	93.6
Radio in working order.	96.4
Power washing machine	80.3
Refrigerator:	
Mechanical	91.5
Ice	2.8
Sewing machine.	83.0
Telephone	58.4
Home freezer.	43.6
Rented locker space	20.4
Pressure cooker or pressure canner for canning.	87.3

FARM FAMILIES IN MADISON PARISH

Age of the People

Of the farmers, 18 percent are under 35 years of age, 49 percent are from 35 to 49 years, and 33 percent are 50 years of age and over (Table 5).

The homemakers are a little younger than the farmers. Thirty-six percent are under 35 years of age, 43 percent are from 35 to 49, and only 21 percent are over 50 years of age.

Formal Schooling

Sixty percent of the farmers and 74 percent of the homemakers have had eight or more years of formal schooling (Table 5). Six percent of the farmers and 18 percent of the homemakers have had some college.

A High Percentage of the Families Have Children at Home

Fifty percent of the families have children under 10 years of age, and 52 percent have children 10 to 18. Fifteen percent have young men or young women at home from 19 to 30 years of age, other than farmer or homemaker.

Many Families Have Radios and Subscribe to Newspapers and Magazines

Ninety-six percent of the families have radios and 71 percent of them take either a daily paper or weekly paper (Table 6). Eighty-seven percent of the families take a farm or home magazine.

Table 5.--Age and Educational Training of Farmers and Homemakers

Item	Farmers	Homemakers
Number of records.	140	137
Percentage of individuals in age groups:		
Under 30 years	10.7	14.6
30-34 years.	7.1	21.1
35-39 years.	17.9	14.6
40-44 years.	16.4	13.9
45-49 years.	14.4	14.6
50 years and over.	32.8	21.1
Percentage of individuals completing no more than:		
4 years or less.	9.9	5.8
5-6 years.	18.6	5.1
7 years.	11.4	15.3
8 years.	18.6	11.7
Some high school	23.6	26.9
Completed high school.	12.1	17.5
Some college work.	5.7	17.5

Table 6.—Radio, Newspapers, and Magazines Received in the Home

Number of records.	142
Percentage of homes having radios in working order	96.4
Percentage of homes taking any newspaper	71.1
Any daily paper.	49.3
Any weekly paper	56.3
Both daily & weekly paper. . . .	31.7
Percentage of homes taking any farm or home magazine . . .	87.3

KNOWLEDGE OF EXTENSION WORK

A large percentage of both farmers and homemakers know something of Extension work (Table 7). Ninety-six percent of the farmers and 81 percent of the homemakers can identify the county agent or assistant agent: 78 percent of the farmers and 82 percent of the homemakers can identify the home demonstration agent. Over 83 percent of the farmers and homemakers know something of 4-H Club work.

Participation of Farmers and Homemakers in Extension Sponsored Organizations

Twenty-three percent of the farmers belong to the Parish Cattlemen's Association, which is sponsored by Extension (Table 7). Forty-eight percent of the homemakers have at some time belonged to Home Demonstration Clubs, also sponsored by Extension, and 31 percent of the homemakers belong to Home Demonstration Clubs during the present year. Twenty-four percent of the farmers and 34 percent of the homemakers have been members of 4-H Clubs. Nearly one-half of the families have had children in 4-H Club work in the past: 41 percent of the families have children in 4-H Clubs during the present year. This indicates a large force of people available for community leadership in Extension work.

Table 7.--Knowledge of Extension Service Work

Item	Farmer	Homemaker
Number of records	140	137
Percentage saying they:		
Know who the county agent or assistant agent is. . .	95.7	80.5
Know who the home demonstration agent is	78.2	82.0
Know something of 4-H Club work.	83.2	86.5
<u>Participation in Extension Sponsored Organizations</u>		
Percentage who:		
Are members of the Parish Cattlemen's Association. .	22.8	xxxx
Have ever been members of Parish Cattlemen's Association.	23.9	xxxx
Are members of Home Demonstration Club	xxxx	30.9
Have ever been members of Home Demonstration Club. .	xxxx	47.6
Have ever been in 4-H Club.	24.4	34.4
Have ever had children in 4-H Club	48.8	49.1

142 families were interviewed.

Five were without homemakers and two without farmers.

Participation of Farmers and Homemakers in Organizations Other Than Extension Sponsored

Forty-one percent of the farmers and 21 percent of the homemakers belong to farm or home organizations other than those sponsored by Extension (Table 8). Eighteen percent of the farmers and 20 percent of the homemakers take part in civic and school organizations. Sixty-eight percent of the farmers and 82 percent of the homemakers attend church and church organizations.

Table 8.--Participation of Farmers and Homemakers in Organizations Other Than Those Sponsored by Extension

	Farmer	Homemaker
Number of records.	140	137
Percentage who participate in or attended during last year:		
Farm or home organizations.	40.7	21.1
Civic or school organizations . . .	17.9	20.4
Lodges and similar groups	19.9	8.7
Church and church groups.	67.8	81.6
Other organizations.	22.8	9.5

Participation of Young People in Organizations

Fifty percent of the families have children from 10 to 18 years of age (Table 9). Seventy-five percent of these families have at least one child enrolled in 4-H Clubs. Fifteen percent of the families have young men or young women at home 19 to 30 years of age, other than farmer or homemaker.

A large percentage of these young people attend church and church organizations. A few of them belong to farm organizations, civic and school groups, lodges, and similar organizations.

Table 9.—Organizational Participation of Young People

Item	Young people 19 to 30 years of age other than farmer and homemaker	Children 10 to 18 years of age
Number of records.	142	142
Number of homes having any	23	73
Percentage of homes having any	14.8	49.9
Percentage of these homes having any in:		
4-H Club	xxxx	75.3
Farm organizations.	8.6	4.1
Civic and school organizations.	8.6	27.3
Lodges and similar organizations.	4.3	2.7
Church and church organizations	69.5	75.3

LEVEL OF LIVING OF FARM FAMILIES ACCORDING TO THE
SEWELL SCALE 1/

Among the owners of farms, 86 percent of the families have a higher level of living than the average for Louisiana of farm owners (Table 10). This state average (61.5) is derived from the short form of the Farm Family Socio-Economic Scale, which is one measure of the level-of-living of farm families. Since only 17 percent of the farm families in Madison Parish are tenants, a level-of-living index was not worked out for these families. Electricity has made possible many home facilities. Houses are fairly large, and formal schooling is a little above the average for rural communities.

CHAPTER II

Farm Practices

Practices Which Have Been Emphasized in the Parish and Singled out for Study.

The Extension programs have recommended many farm practices for the parish. In this study a check was made of nine of these practices to determine the extent to which the farmers have adopted them. This should give one measure of the effectiveness of Extension teaching in this area.

Ninety-eight percent of the farmers have adopted one or more of these practices (Figure 1). The percentage of farmers adopting individual practices varies from 91 percent who use the recommended varieties of cotton to 30 percent who use a heavy application of fertilizer on corn.

Approximate Number of Years Practices Have Been Emphasized in the Parish.

Some practices, such as using DDT or Methoxychlor to control lice or flies on cattle, have been emphasized for a relatively short period of time in the parish (Figure 1). There would seem to be little or no relationship, however, between the percentages of farmers adopting the practices and the number of years the practices have been emphasized in the Extension Program.

Who Are The Farmers Who Have Adopted The Recommended Practices?

A higher percentage of the farmers who have much contact with the agents 1/, those who have a high level-of-living 2/, and those who have had more formal schooling, (nine years or more) and a slightly higher percentage of the younger farmers have adopted the recommended practices, than have the other comparable groups.

1/ The farmers who have had nine or more different kinds of contacts are interpreted as having had "much contact".

2/ A level-of-living index of 74 and above is interpreted in this study as "high".
See page 20.

Figure 1.--Percentage of Farmers Who Have Adopted Practices and Approximate Number of Years Practices Have Been Emphasized in the Extension Program

Practices	Percentage of farmers ^{1/} who have adopted practice					Approximate no. of years practice has been emphasized			
	0	25	50	75	100	0	10	20	30
Any practice					98.5				
1. Using hybrid corn as a part of, or all the crop.					73.6			9	
2. Using a heavy application of fertilizer on corn - as much as 400 pounds of nitrate of soda or equivalent per acre.					29.6			4	
3. Using recommended varieties of cotton (D.P.L., Coker Delfos 9169.)					96.9				15
4. Dusting or spraying cotton to control boll weevils (3-5-40 Calcium arsenate, Toxaphene.)					95.4				20
5. Using winter legume as a soil improvement crop.					73.6				18
6. Improving pasture by seeding to recommended grasses or clover.					74.3			5	
7. Using oats or Singletary peas for winter grazing of livestock.					53.6				12
8. Using DDT or methoxychlor to control lice or flies on cattle.					77.1			5	
9. Using best heifer calves as replacements in the cow breeding herd.					87.5				8

^{1/} Percentages are based on farms where practice applies. For example, the percentage of farmers using DDT or methoxychlor to control lice on flies on cattle, is based on the number of farmers having cattle.

Table 10.--Level of Living Index of Farm Owners ^{1/}

	Madison Parish	Louis- iana
Number of records	111	
Average Index.	75.6	61.5
Percentage above state average.	86.4	
Percentage below state average.	13.5	

^{1/} The items in the short form of the Farm Family Socio-Economic Status Scale developed by William H. Sewell are: construction of house, room- person ratio, lighting facilities, running water in house, power washing machine, refrigerator, radio, telephone, automobile, daily paper, wife's education, husband's education, attendance of husband and wife at church and Sunday school.

To What Extent Have the Farmers Not Adopted Recommended Practices?

A large percentage of the farmers, approximately 70 per cent, have not adopted the practice of using a heavy application of fertilizer on corn, and 46 percent have not adopted the practice of using oats or Singletary peas for winter grazing. On the other hand, only three percent of the farmers who raise cotton have not used the recommended varieties of cotton. Percentages of farmers not adopting practices varies between these two extremes.

An effort was made in this study to determine reasons why the farmers have not adopted the practices if they grow the crops or have livestock to which the practices apply.

Following are reasons given by the farmers for not adopting the practices. (Table 11).

Table 11--Reasons Given by White Farmers for Not Adopting Practices.

Farmers:

(1) Using hybrid corn as a part of, or all the crop.

Weevils damaged it too much (too soft)	6
Ears of hybrid corn are too small	5
Hybrid corn is too hard for livestock to eat	5
Just never have grown it	5
Like other corn better	5
Hybrid may not be any better than other corn	3
Grow corn only to feed cattle.	1
Can grow more open pollinated corn and it fattens cattle better	1
Other corn yields just as much	1
Open pollinated corn does not have to be fertilized and hybrid does	1
Can't save own seed from hybrid	1

(2) Using a heavy application of fertilizer on corn - as much as 400 pounds of Nitrate of Soda or equivalent per acre.

Land is strong enough without that much fertilizer	22
Costs too much	18
Land is new and does not need fertilizer.	13

(2) con't.

Is not necessary to use that much fertilizer. 8
Use winter legumes instead of commercial fertilizer . . . 5
Corn is not important enough to justify that
much fertilizer. 3
Use winter legumes with some fertilizer 3
Could not get fertilizer due to shortage. 3
Just have not done it 2
It would injure the land after a period of time 1
Afraid to start - might have to keep on doing 1
So many stumps can't use applicator. 1
Use summer legumes instead of commercial fertilizer . . . 1

(3) Using recommended varieties of cotton (DPL, Coker 100,
Stoneville, or Delfos 9169.)

Just wanted to try another variety. 1

(4) Dusting or spraying cotton to control boll weevils (3-5-40,
Calcium Arsenate, Toxaphene.)

Costs too much 1
Don't believe it will kill boll weevils 1
Just let the tenants do as they please. 1

(5) Using winter legumes as a soil improvement crop.

A tenant never knows whether or not he will be on same place
next year 4
Land is rough - would be difficult to plow it under
in the spring 3
Land is new and has not needed it 3
Just haven't started as yet 3
Causes the following crop to be too late. 3
Do not have sufficient equipment to handle it 2
Land is too poorly drained. 2
Can't get cotton picked early enough to plant legumes
in the fall 2
Necessary to break black land in the fall - winter
legumes would not fit 2
Make plenty of corn and hay without winter legumes. . . . 1
Didn't succeed when tried 1

(5) con't.

Land strong enough without legumes.	1
No money to pay for seed.	1
Use summer legumes.	1
Can't afford to fence rented land	1

(6) Improving pasture by seeding to recommended grasses and clover.

Do not have enough land.	6
Do not have money to buy seed.	2
Just have not done it.	2
Costs too much.	1
Already have excellent pasture.	1
Has wild, volunteer vetch	1
Land not fenced.	1
Do not have enough livestock to justify it.	1

(7) Using oats or Singletary peas as winter grazing for livestock.

Have no cattle	6
Do not have enough land	6
Do not have enough livestock to justify it.	6
Use plenty of hay instead of pasture.	3
Use something else.	3
New land - not needed	3
Buy all feed.	1
Not needed.	1
Land is not fenced.	1
Not enough information on it.	1
No money to pay for seed.	1
Singletary peas made mules and chickens stiff	1
Just have not done it.	1
Workstock need hard feed	1
Do not believe in grazing land in this country.	1
Do not want land trampled by livestock.	1

(8) Using DDT or Methoxychlor to control lice or flies on cattle.

Just have not done it.	7
Use something else.	4
Do not have lice on cattle	4
Too much trouble for only a few cattle.	2
Neighbor killed calves by spraying.	1
Cattle are in woods where brush keeps flies off	1
Prefer not to use it.	1

(8) con't.

Is not needed.	1
Do not have many flies and lice.	1

(9) Using best heifer calves as replacements in the cow breeding herd.

Need the money from sale of calves.	4
Just started in cattle farming.	1
Just keep a milch cow	1
Do no cattle breeding, just buy and sell	1
Can sell calves and buy cows more cheaply than growing the heifers out.	1

CHAPTER III

SOURCES OF INFORMATION WHICH HAVE CONTRIBUTED TO ADOPTION OF FARM PRACTICES

In addition to finding the extent to which farmers have adopted recommended practices, information was gotten on sources of information that influenced farmers in adopting the practices.

Farmers Name Extension Teaching Methods as a Source of Information Which Helped Them to Decide to Adopt Practices.

Ninety-eight percent of the farmers have adopted at least one of the recommended practices (Table 12). Of the farmers adopting practices, 86 percent stated that they got ideas from circular letters (Table 13). Sixty-seven percent indicated direct influence - neighbors and friends who, it seemed obvious, had received it from Extension. News items, result demonstrations, office calls, bulletins and other meetings were named by from 31 to 45 percent of the farmers. Farm visits, method demonstrations, and radio broadcasts ranged from 28 percent to 13 percent. Other methods show from 7 percent down to 3 percent.

On basis of these figures, circular letters, radio, bulletins, and news items rate high in effectiveness in reaching farm people. It should not be overlooked, however, that the result demonstrations, and observations from farm visits are often used as a basis for teaching by means of all four of these methods.

If Extension teaching methods are grouped broadly into four groups, (1) methods which reach individuals, (2) methods which reach people in groups, (3) methods which reach people in masses, and (4) indirect influences, and adjusted to a basis of 100, the following results are shown:

Individual methods	25.6
Group methods	16.2
Mass media	42.5
Indirect influence	15.5

It is observed that mass media are mentioned most often and indirect least often.

Non-Extension Sources of Information

Seventy-four percent of the farmers named sources of information other than Extension that helped them to decide to adopt the practices (Table 12). The percentage who named these non-Extension sources as information for adoption of individual practices ranges from 45 percent for varieties of cotton, down to 11 percent for heavy application of fertilizer on corn. Such sources as the Experiment Station, agricultural teachers, seed and feed stores, and fertilizer dealers, cotton gins, the Veterans! Training Program, Production and Marketing Administration and Farmers! Home Administration were named.

Table 12--Farmers Adopting Practices and Source of Information

Practices	Percentage of farmers adopting practices	Percentage of farmers adopt- ing practice and giving source of information as:	
		Extension	Non-Extension
Adopting any practice	98.5	94.3	74.0
1. Using hybrid corn as a part of, or all the crop	73.6	60.8	18.5
2. Using a heavy application of fertilizer on corn - as much as 400 pounds of nitrate of soda or equivalent per acre.	29.6	27.0	10.8
3. Using recommended varieties of cotton (D.P.L., Coker Belcos 9169.)	96.9	86.6	44.9
4. Dusting or spraying cotton to control boll weevils (3-5-40, Calcium arsenate, Toxaphene.)	95.4	87.2	42.4
5. Using winter legume as a soil improvement crop.	73.6	86.3	42.7
6. Improving pasture by seeding to recommended grasses or clover.	74.3	91.3	37.5
7. Using oats or Singletary peas for winter grazing of livestock.	53.6	88.0	34.7
8. Using DDT or methoxychlor to control lice or flies on cattle.	77.1	91.9	29.7
9. Using best heifer calves as replacements in the cow breeding herd.	87.5	75.0	16.7

Table 13.--Source of Information for Farm Practices

Number of farmers adopting any practice 138

Percentage of these farmers who named:

Extension sources	100.0
Circular letters.	86.3
Indirect influence.	66.7
Other meetings.	46.4
Bulletins.	45.0
Office calls.	35.5
Result demonstrations	33.4
News items.	30.5
Farm visits	27.6
Method demonstration meetings	20.3
Radio broadcast	13.1
Correspondence.	7.3
Extension exhibits.	7.3
Telephone calls	5.8
Leader training meeting	2.9

CHAPTER IV

EXTENSION CONTACTS BY FARMERS

To what extent have the farmers been exposed to Extension teaching?

All of the farmers in Madison Parish have in some way been exposed to information through Extension, and 94 percent have made practical use of a part of the information (Figure 2).

Ninety-eight percent of the farmers have received circular letters, and 94 percent have received a bulletin. Ninety-one percent have visited the Extension office, and 80 percent have seen an Extension exhibit. Over 70 percent have heard an Extension radio broadcast or read an Extension news item. Fifty-nine percent have had a visit on their farms by an Extension agent, and 50 percent have seen a result demonstration.

The ratio of the percentage of farmers who have been exposed to teaching methods to the percentage who named the methods as sources of information is high for circular letters, other meetings, and result demonstrations (Figure 2). These range from 66 percent for result demonstrations to 87 percent for circular letters. It should be noted that these methods not only show a relatively high degree of effectiveness, but also rate high in percentage of farmers naming them as a contact.

Office calls rate high as a contact but show only 38 percent as a ratio of takes to exposures. On the other hand, leader training meetings are low as a contact, but show a fairly high ratio which is used here to indicate effectiveness.

Who are the farmers that have been exposed to Extension teaching methods?

A much higher percentage of the farmers who have a high level of living and those who have nine years or more of formal schooling have been exposed to Extension teaching than have those who have lower level of living or have had eight years or less formal schooling. For example, farmers who have a higher level of living show

an average of 26 percent per method more contacts through farm visits, result demonstrations, and other meetings than did those having a lower level of living. Also those with nine or more years of formal schooling show an average of 18 percent more contact through farm visits, result demonstrations, and other meetings than those with eight years or less of formal schooling.

There is little difference in the percentage of contacts between farmers of 45 years of age and over, and those of 44 years and under.

Relative influence of teaching methods upon adoption of practices

In interpreting the data on relative influence of the various teaching methods, it should be kept in mind that the outcome of the Extension program depends on several different teaching methods, and that there is an inter-relationship between the methods used.

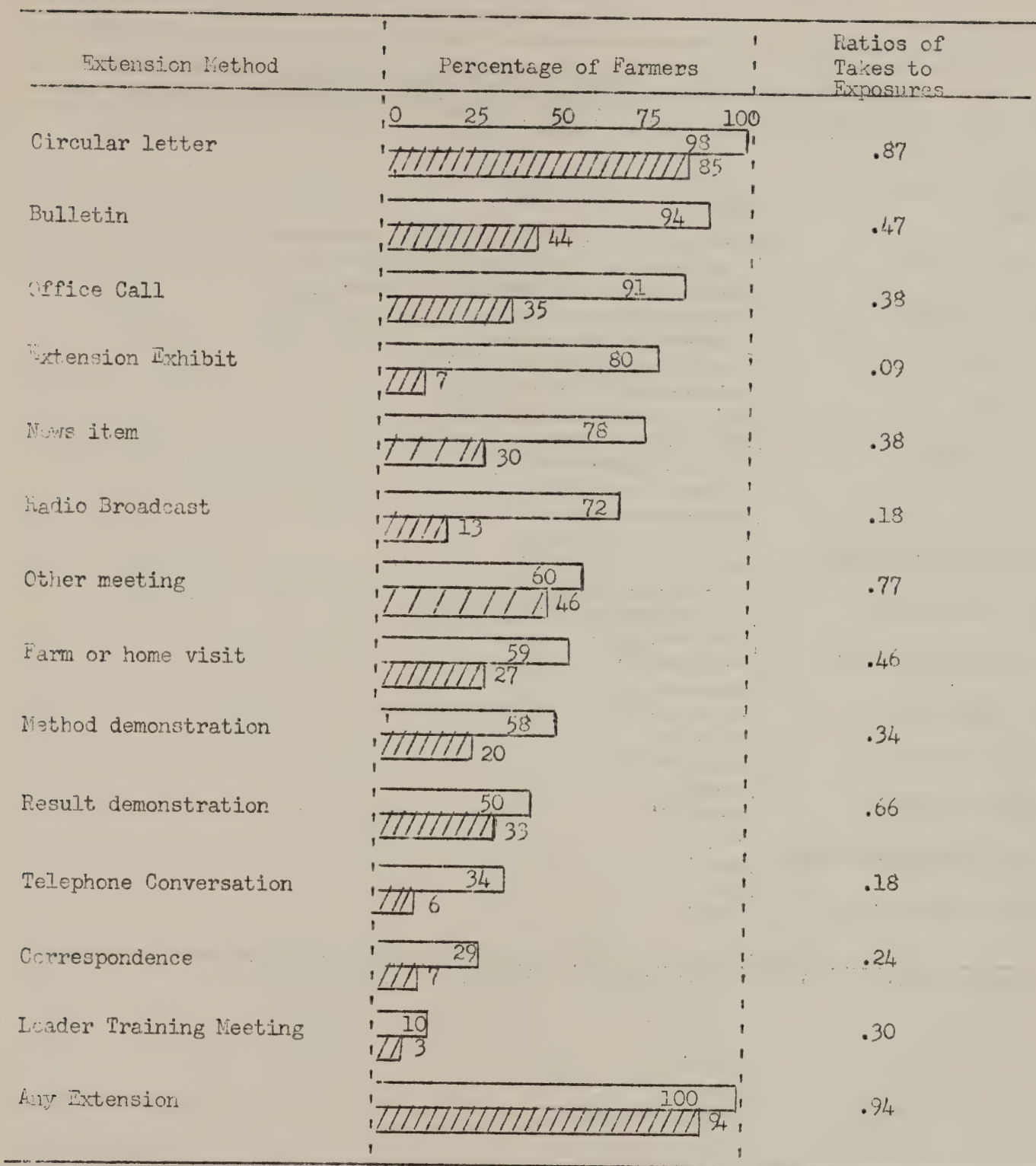
Farmers show a total of 816 practice adoptions. Circular letters are credited with having influenced 25.3 out of each 100 of these practice adoptions, and indirect influence with 15.3 out of each 100 (Figure 3). Office calls and bulletins are credited with 9.9 and 19.7 respectively.

Other teaching methods range from 9.5 for other meetings down to 0.5 each for leader training meetings and extension exhibits.

If the methods are grouped according to (1) individual methods, (2) group methods, (3) mass media, and (4) indirect influence, the percentages of practice adoptions due methods will read:

Individual methods. . .	.25.4
Group methods12.9
Mass media.46.2
Indirect.15.3

Figure 2.--The Extent to Which Farmers Have Been Exposed to and Influenced by Extension Teaching





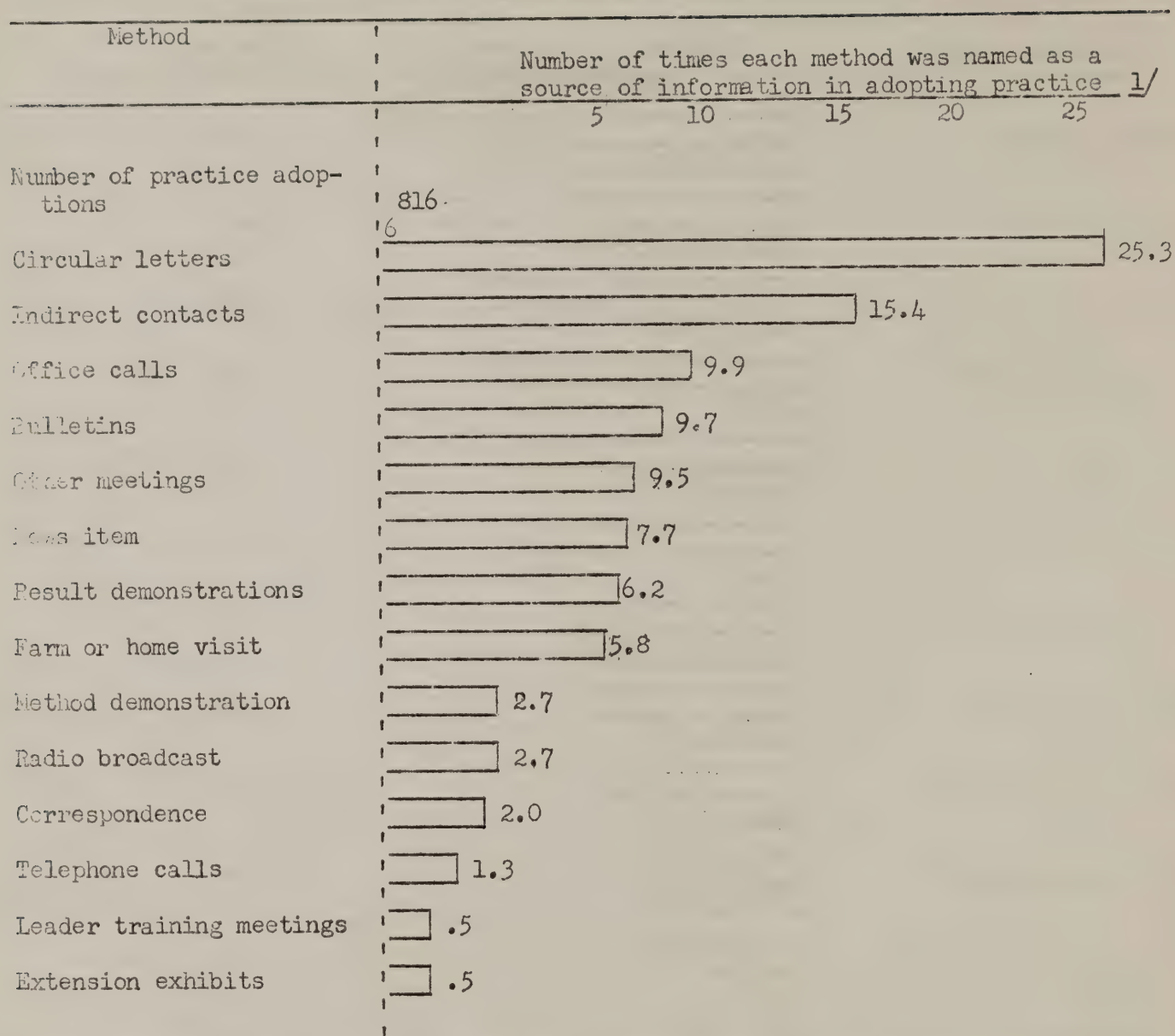
 percentage exposed to teaching activity
 percentage changing practice

Figure 3--Relative Influence of Methods



^{1/} Data adjusted to basis of 100--Sum of influence of all methods.

CHAPTER V

HOMEMAKING PRACTICES

Practices that Have Been Emphasized and Singled out for Study

The Extension programs have recommended numerous homemaking practices for the parish. A check was made of nine of these practices to determine the extent to which homemakers have adopted them, if they apply to the home.

Ninety-nine percent of the homemakers have adopted one or more of these practices (Figure 4). The percentage adopting the individual practices varies from 83 percent of homemakers using a pressure cooker in canning low-acid vegetables and beans, and cooking vegetables only until done, to 45 percent who have adopted the practice of controlling lice on chickens by use of Blackleaf 40 (nicotine sulphate) or sodium fluoride.

Approximate Number of Years Practices Have Been Emphasized in the Extension Program

Most of the practices selected for this study have been carried in the Extension program for many years, but have been emphasized for a relatively few years (Figure 4). The two canning practices, however, have been emphasized for 15 years and the garden practice 20 years.

As will be observed, there is little or no correlation between the percentage of homemakers who have adopted the practices and the number of years the practices have been emphasized.

Who are the Homemakers who have Adopted the Practices that were Studied?

A much higher percentage of the homemakers who have had much contact ^{1/} with Extension and those who have a high level of living ^{2/} have adopted the practices than those who have had little contact, or a low level

^{1/} The homemakers who have had eight or more different kinds of contacts are interpreted as having "much contact." Those who have had seven or less are interpreted as having had "little contact." (See pages 17 and 20).

^{2/} A level of living index of 74 and above is interpreted in this study as "high."

Figure 4.--Homemakers Who Have Adopted Practices and Number of Years Practice Has Been Emphasized in the Extension Program

Practice	Percent of homemakers who have adopted practice					Approximate number of years practice has been emphasized			
	0	25	50	75	100	0	10	20	30
Any Practice					99.2				
(1) Using brooder instead of hens for brooding baby chicks.				74.6				12	
(2) Using baby chicks from only U.S. approved or U.S. certified hatcheries.				51.6				11	
(3) Controlling lice on chickens by use of Blackleaf 40 (Nicotine Sulphate) or sodium fluoride.				45.1				15	
(4) Using pressure cooker in canning low-acid vegetables and meats.					83.2			15	
(5) Using hot water bath in canning fruit and tomatoes.					66.4			15	
(6) Producing a year round vegetable garden that furnishes at least two fresh vegetables for nine months during the year.					75.2			20	
(7) Reading labels on articles and material for information before purchasing. (Composition, quality, number of servings, use, care, etc.)					75.2			8	
(8) Cooking vegetables only until tender.					83.2			8	
(9) Using whole grain or enriched flour or cereal in the family meal at least once each day.					81.6			8	

1/ Percentage Adopting Practice Based on Number Who Grow Chickens.

of living. Those with nine or more years of formal schooling adopted a higher percentage of practices than did those with eight years or less schooling, although the differences are not large. There is very little difference between the percentages of practices adopted by the homemakers 40 years of age or over and those 39 years or under.

To What Extent Have the Homemakers not Adopted the
Recommended Practices?

Fifty-five percent of the homemakers have not adopted the practice of using Blackleaf 40 or sodium fluoride to control lice on chickens. On the other hand, only 17 percent have not adopted the practice of using the pressure cooker in canning low-acid vegetables and meat, or cooking vegetables only until done. Percentages of homemakers not adopting the other practices range between these two extremes.

An effort was made in this study to determine reasons homemakers have for not adopting practices where the practice applies to the home.

Following are the reasons given by the homemakers for not adopting the practices. (Table 14).

Table 14-- Reasons Given by White Homemakers in Madison Parish for not Adopting Practices

Homemakers:

(1) Using brooder instead of hens for brooding baby chicks.

Brooder is too expensive.	5
Just have not gotten around to using a brooder	5
Just prefer hens.	4
Have no brooder	3
Less trouble with hens.	3
Can do better with hens	2
Mother hen can keep the hawks away.	1
Hen just as good.	1

Reasons (con't.)

(2) Using baby chicks from only U. S. Approved or U. S. Certified hatcheries.

Use hatching eggs from own hens.	22
Didn't know about it	14
Just buy chicks from seed store.	9
Just use "4A" chicks	2

(3) Controlling lice on chickens by use of Blackleaf 40 (nicotine sulphate) or sodium fluoride.

Chickens do not have lice.	30
Use something else	12
Didn't know what to use.	5
Number of chickens too small to justify it	2
Prefer not to bother about controlling lice.	2
Grow broilers only - they do not have lice	1

(4) Using pressure cooker in canning low acid vegetables and meat.

Prefer freezing these items.	10
Do not do any canning.	6
Family does not like canned vegetables	1
Afraid of a pressure cooker.	1

(5) Using hot water bath in canning fruit and tomatoes

Save time by using pressure cooker instead of hot water bath	9
Prefer freezing.	5
Do not can fruit nor tomatoes.	4
Like pressure cooker better.	3
Didn't know how.	1
Just don't do it	1
Cookery book said use pressure cooker.	1
This method is not satisfactory.	1
No knowledge of canning.	1

(6) Producing year round garden that furnishes at least two fresh vegetables for nine months during the year.

Cannot have a garden on "buckshot" land in hot weather	5
Do not have a good place for a garden.	5
Have not tried very hard	3
Is too hard to grow a year round garden.	2
Just have not done it.	1
For a small family, it does not pay.	1
Requires too much work	1
Use freezer; not necessary to have fresh vegetables in garden all the time	1

Reasons (con't)

Garden not fenced.	1
Can buy vegetables cheaper	1
Just buy the things we like.	1

(7) Reading labels on articles and material for information before purchasing.

Had not known about it	7
Think brand name is good enough.	6
Think brand name and price good enough	4
Just have not done it.	4
Husband does the shopping.	2
Children do the shopping	1

(8) Cooking vegetables only until tender.

Family prefers vegetables well done.	11
Prefer just to let them cook	3
Like flavor better when cooked longer.	2
Had not known about it	2
Just do not like vegetables.	1

(9) Using whole grain or enriched bread or cereal in the family meal at least once a day.

Do not know what "enriched" means.	22
--	----

CHAPTER VI

SOURCES OF INFORMATION WHICH HAVE CONTRIBUTED TO ADOPTION OF HOMEMAKING PRACTICES

In addition to finding the extent to which homemakers have adopted recommended practices, the homemakers were asked for sources of information that influenced them to adopt the practices.

Homemakers Name Extension Teaching Methods as Sources of Information That Helped Them to Decide to Adopt Practices

Ninety-nine percent of the homemakers have adopted at least one of the nine practices that were studied (Table 15.) Of the homemakers adopting practices, 93 percent named Extension teaching methods as sources of information that helped them to decide to adopt the practices.

Seventy-five percent of the homemakers said they got information from circular letters which indicates high effectiveness. From 52 to 57 percent named these methods as sources of information.

Percentages of other methods range from 33 for news items down to four for telephone calls.

Table 14 does not, however, tell a complete story. If the Extension teaching methods that were named by homemakers as sources of information for adoption of practices are grouped into four groups, (1) methods which reach individuals, (2) methods which reach people in groups, (3) methods which reach people in masses, and (4) indirect influence, it will be found that methods which reach people in mass are mentioned by more than half of the homemakers in Madison Parish.

These methods are obviously high in the pattern of teaching by the home demonstration agents. The list of the different methods given as sources of information, grouped, and adjusted to 100, reads:

Individual methods.	12.2
Group methods	21.4
Mass media.	51.2
Indirect influence.	15.2

Homemakers Name Non-Extension Sources of Information That Helped Them To
Decide to Adopt Practices

Sixty-nine percent of the homemakers said sources of information other than Extension had helped them decide to adopt practices (Table 15.) Percentages of homemakers naming non-Extension sources for individual practices range from 21 for using hot water bath in canning fruit and tomatoes to 40 for controlling lice on chickens.

The homemakers named such sources as magazines, home economics teachers, Farmer's Home Administration, merchants, relatives and friends, and manual for pressure cooker.

Table 15.--Homemakers Adopting Practices, and Source of Information

Practice	Percentage of homemakers adopting practice	Percentage of homemakers adopting practice and naming source of informa- tion as:	
		Extension	Non-Extension
Any practice	99.2	93.3	69.1
(1) Using brooder instead of hens for brooding baby chicks.	74.6	86.7	28.5
(2) Using baby chicks from only U.S. approved or U.S. certified hatcheries.	51.6	84.1	34.7
(3) Controlling lice on chickens by use of Blackleaf 40 (nicotine sulphate) or sodium fluoride.	45.1	80.0	40.0
(4) Using pressure cooker in canning low-acid vegetables and meats.	83.2	82.4	35.1
(5) Using hot water bath in canning fruit and tomatoes.	66.4	86.7	20.9
(6) Producing a year round vegetable garden that furnishes at least two fresh vegetables for nine months during the year.	75.2	77.6	23.3
(7) Reading labels on articles and material for information before purchasing. (Composition, quality, number of servings, use, care, etc.)	75.2	71.8	25.2
(8) Cooking vegetables only until tender.	83.2	72.8	33.3
(9) Using whole grain or enriched flour or cereal in the family meal at least once each day.	81.6	69.6	28.5

Table 16.--Extension Methods as a Source of Information for Adoption of
Homemaking Practices

Number of homemakers adopting any practice	137
Percentage of these homemakers who named:	
Any Extension source93.3
Circular letters.	75.0
Bulletins	56.6
Indirect influence.	55.9
Method demonstration.	51.5
News item	33.1
Radio broadcast	20.6
Other meetings.	19.1
Farm and home visits.	13.2
Office calls.	13.2
Result demonstration.	8.8
Leader training meetings.	8.8
Correspondence.	5.9
Extension exhibit	4.4
Telephone calls	3.7

CHAPTER VII

EXTENSION CONTACTS BY HOMEMAKERS

Ninety-nine percent of the homemakers in Madison Parish have been exposed in some way to information from Extension Service, and 93 percent of them have made practical use of a part of the information (Figure 5.)

More than 80 percent of the homemakers have received circular letters and received bulletins. Three-fourths of these homemakers have read a news item, seen an exhibit, or heard a radio broadcast by an Extension worker. Fifty-six percent have seen a method demonstration, and the Extension agents have visited in 53 percent of the homes. Fifty-one percent of the homemakers have visited Extension offices and 37 percent have attended "other meetings".

These are merely contacts that the homemakers have had with Extension. They show that Extension has a wide contact, particularly through circular letters, radio, news items, bulletins, and educational exhibits.

The ratio of takes to exposures; that is, the ratio of the percentage of homemakers who used the information to the percentage who received the information as a contact, is one indication of the effectiveness of the teaching method (Figure 5.) This ratio is considered high for method demonstrations, circular letters, and bulletins. It is relatively high for "other meetings", news items, and leader training meetings. It should be remembered, however, that this ratio is only a relationship and a measure of effectiveness. It gives no indication of the percentage of people that may have been contacted. On the other hand 78 percent have seen an Extension exhibit and only four percent have used the information. This gives a very low ratio of takes to exposures.

Circular letters, bulletins, and method demonstrations rank high in both contact and effectiveness.

Who are the Homemakers Who Have Been Exposed to Extension Teaching Methods?

A much higher percentage of the homemakers who have a high level of living or who have had nine years or more of formal schooling have been exposed to Extension teaching than have those with a low level of living, or who have had eight years or less of formal schooling. Whether the homemakers are 40 years of age and over, or 39 years or under makes little difference in the percentage that have been exposed to Extension teaching.

Relative Influence of Extension Teaching Methods on the Adoption of Practices

In interpreting the data on relative influence of the various teaching methods it is well to remember that the total outcome of the teaching process depends upon several teaching methods, and that there is an inter-relationship between the several methods.

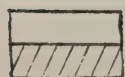
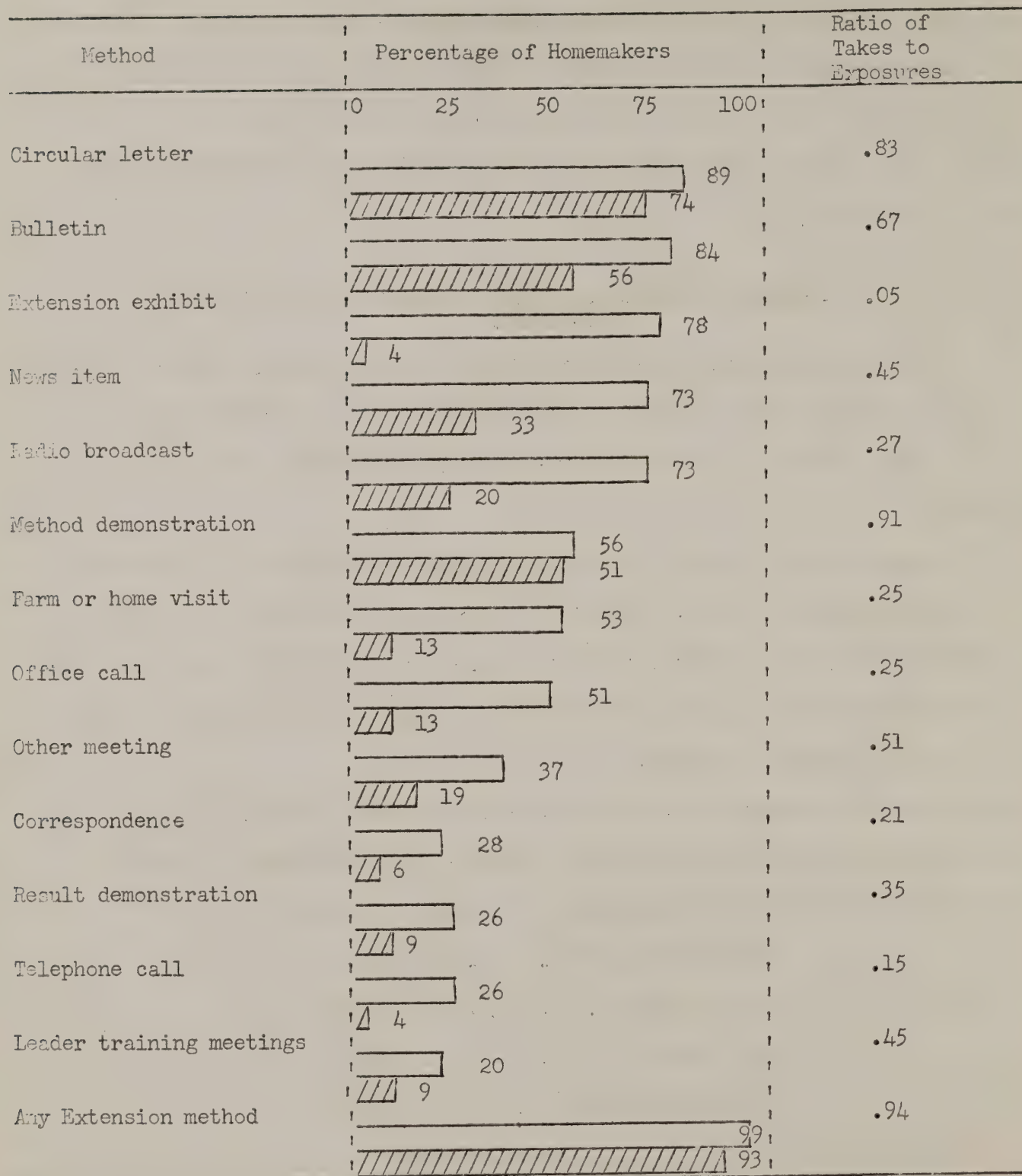
The homemakers show a total of 842 practice adoptions (Figure 6). Circular letters is credited with 22.7 out of each 100 of these practice adoptions. Bulletins are credited with 15 out of each 100 practice adoptions, method demonstrations with 14.3, and indirect influence 14.1. Other methods range downward from 9.5 for news items to .6 for Extension exhibits.

If the methods are grouped according to (1) individual methods, (2) group methods, (3) mass media, and (4) indirect influence, the percentages of practice adoptions credited to the different groups of methods will read:

Individual methods.	11.9
Group methods	21.5
Mass media.	52.3
Indirect influence.	14.2

It is interesting to note that mass media (circular letters, news items, radio broadcasts, bulletins, Extension exhibits) are credited with 52 percent of the total influence.

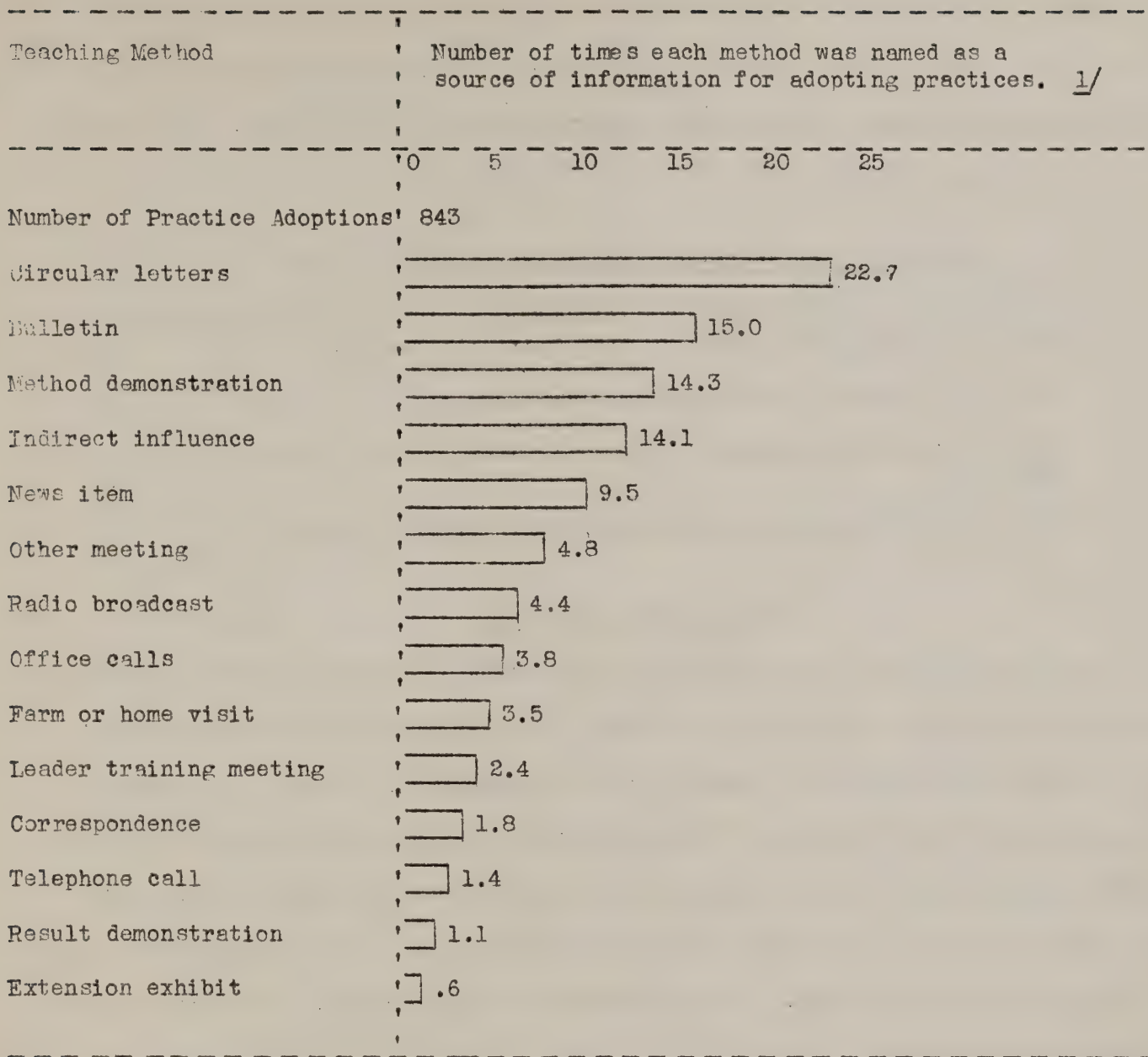
Figure 5. --The Extent to Which Homemakers Have Been Exposed to and Influenced By Extension Methods



Percentage exposed to Extension Method

Percentage who have made some use of Extension Method in adoption of practices.

Figure 6. -- Relative Influence of Methods .



1/ Adjusted to 100 - Sum of influence of all methods.

SUMMARY

Section I of this study covers white farm families only. It is recognized, however, that Extension work covers other segments of the population and includes people in towns and small rural centers not represented in this study. Sharecroppers also were not included.

What the Parish Wanted to Know About Extension Work

1. The extent to which farmers and homemakers have adopted farm and home-making practices that have been recommended by Extension.
2. The effectiveness of teaching methods used.
3. The extent to which farmers and farm homemakers have contact with Extension.
4. The knowledge farmers and farm homemakers have of Extension.

How This Study Was Made

The information was obtained in May, 1951, through personal interviews with the farmers and homemakers in 142 farm families. These families were selected from a list of white farm families by taking every third name in a random list, starting with a randomly selected number. The interviewing was done by six women and six men, all Extension workers. Three of these were from the state Extension office, four were county agents, and five were home demonstration agents. These agents were from adjoining and nearby parishes. The same person interviewed both the farmer and the homemaker in the family.

What the Farms and Families Are Like

Over 40 percent of the families have lived on their present farms for 10 years or longer, and more than 65 percent have lived in the parish for at least 10 years.

Size of Farms:

Sixty percent of the farms have 50 acres or more of cropland while only seven percent have less than 20 acres.

Major Sources of Farm Income:

The major sources of farm income are dairying, cotton, corn, beef cattle, hogs, dairying, soybeans for oil, and hay.

Portion of Family Income from Farm:

Two-thirds of the families derive all their money income from the farm. The others receive an income from other sources such as work at the lumber mill and miscellaneous work mostly within the parish.

Tenure Status:

Eighty percent of the farmers are owners or part owners, 17 percent tenants, and three percent managers.

Transportation Facilities:

The parish has a comprehensive system of hard surfaced or graveled highways that reach all communities in the parish. Paved highways run east and west and north and south through the town of Tallulah, near the center of the parish. Fifty-six percent of the families own a car and 67 percent have trucks. Ninety-one percent have either a car or a truck. Sixty percent of the homemakers drive a car.

The Farm Homes:

The farm houses average a little over five and one-half rooms per house. The average number of persons per room is less than one.

Home Facilities:

A very high percentage of the homes have electricity, radio, mechanical refrigerator, pressure cooker, and sewing machine. Fifty-four percent have running water in the house, and 38 percent have a complete bathroom.

What Are the People Like?

Age:

Fifty-two percent of the farmers, and 64 percent of the homemakers are under 45 years of age.

Formal Schooling:

Sixty percent of the farmers and 74 percent of the homemakers have had eight or more years of schooling. Six percent of the farmers and 18 percent of the homemakers have had some college.

Children in the Home:

Fifty percent of the families have children under 10 years of age, and 50 percent have children 10 to 18.

What They Read:

Seventy-one percent of the families take either a daily or weekly paper; 87 percent take a farm or home magazine; and 96 percent have a radio.

Knowledge of Extension:

Ninety-six percent of the farmers and 81 percent of the homemakers can identify the county agent or assistant agent.

Seventy-eight percent of the farmers and 82 percent of the homemakers know the home demonstration agent.

Over 83 percent of the farmers and homemakers know something of 4-H Club work.

Where Does 4-H Club Work Stand?

Fifty percent of the families have children 10 to 18 years of age, and 75

percent of these families have at least one child in the 4-H Clubs. Twenty-four percent of the farmers and 34 percent of the homemakers have been members of 4-H Clubs.

In 1950, according to the parish annual report, there were five organized 4-H Clubs in the parish with an enrollment of 192 boys and 230 girls, including those from homes other than farm homes. All of these clubs are organized within the schools.

Young People 19 to 30 Years of Age:

Fifteen percent of the families have young people 19 to 30 years of age other than the farmer or homemaker.

What Have the Farmers Learned from Extension?

The Extension program has emphasized many farm practices for the parish. A check was made in this study to determine the extent to which farmers have adopted nine of these practices.

Practices Adopted by Farmers:

The following table shows the farm practices that were studied and the percentage of farmers adopting each practice.

Practices	Percentage of Farmers Adopting Practices 1/
Any Practice	98.5
1. Using hybrid corn as a part of, or all the crop.	73.6
2. Using a heavy application of fertilizer on corn - as much as 400 pounds of nitrate of soda or equivalent per acre.	29.6
3. Using recommended varieties of cotton (D.P.L., Coker 100, Stoneville, or Delfos 9169).	96.9
4. Dusting or spraying cotton to control boll weevils (3-5-40, Calcium Arsenate, Toxaphene).	95.4
5. Using winter legume as a soil improvement crop.	73.6
6. Improving pasture by seeding to recommended grasses or clover.	74.3
7. Using oats or Singletary peas for winter grazing of live-stock.	53.6
8. Using DDT or methoxychlor to control lice or flies on cattle.	77.1
9. Using best heifer calves as replacements in the cow breeding herd.	87.5

1/ Based on farms where practice applies

Type of Farmer Adopting Practices:

A higher percentage of farmers who have much contact with Extension, those who have a high level of living, and those who have more formal schooling have adopted practices than have the other comparable groups.

Length of Time Practices Have Been Emphasized:

Little or no correlation is indicated between the percentage of farmers adopting practices and the number of years the practices have been emphasized in the Extension program.

What Have the Homemakers Learned from Extension Teaching ?

Practices Emphasized:

The Extension programs have recommended many homemaking practices for the parish. A check was made of nine of these practices to determine the extent to which farm homemakers have adopted them.

Practices Adopted:

The following table shows the practices that were studied, and the percentage of homemakers adopting each practice.

Practices	Percentage of Homemakers Adopting Practices
Any Practice	99.2
1. Using brooder instead of hens for brooding baby chicks.	74.6
2. Using baby chicks from only U. S. approved or U. S. certified hatcheries.	51.6
3. Controlling lice on chickens by use of Blackleaf 40 (nictine sulphate) or sodium fluoride.	45.1
4. Using pressure cooker in canning low-acid vegetables and meats.	83.2
5. Using hot water bath in canning fruit and tomatoes.	66.4
6. Producing a year round vegetable garden that furnishes at least two fresh vegetables for nine months during the year.	75.2
7. Reading labels on articles and material for information before purchasing. (Composition, quality, number of servings, use, care, etc.)	75.2
8. Cooking vegetables only until tender.	83.2
9. Using whole grain or enriched flour or cereal in the family meal at least once each day.	81.6

1/ Based on farms where practice applies.

Type of Homemakers Adopting Practices:

A much higher percentage of the homemakers who have had much contact with Extension and those with a high level of living have adopted the practices than those who have had little contact, or a low level of living. Those with nine or more years of schooling have adopted more practices than have those with eight years or less, although the difference is not large.

Length of Time Practices Have Been Emphasized:

Little or no correlation is indicated between the percentage of homemakers adopting practices and the number of years the practices have been emphasized in the Extension program.

What Contacts Do the Farmers and Homemakers Have With Extension through Teaching Methods?

A high percentage of both farmers and homemakers have received circular letters, have heard radio broadcasts, have received bulletins, and have read Extension news items. Ninety-one percent of the farmers and 51 percent of the homemakers have visited the Extension office. Fifty-nine percent of the farmers and 51 percent of the homemakers have had a farm or home visit by the Extension agents. Here is a table that shows the percentage of farmers and homemakers that have been exposed to the various Extension methods:

<u>Extension Teaching Method</u>	<u>Farmers</u>	<u>Homemakers</u>
Percentage reporting any contacts.	100	99
Percentage exposed to:		
Circular letters.	98	89
Extension exhibits.	80	78
Radio broadcasts.	72	73
Bulletins.	94	84
News items.	78	73
Method demonstrations.	58	56
Farm or home visits.	59	53
Office calls.	91	51
Correspondence.	29	28
Other meetings.	60	37
Result demonstrations.	50	26
Leader training meetings.	10	20
Telephone conversations.	34	26

WHAT THIS STUDY MEANS TO EXTENSION

It is evident from data collected in this study that Extension's way of working with farm people is effective with a high percentage of farm families. This is true for both teaching methods and adoption of practices that have been emphasized in the Extension program. However, the data shows also that Extension is working much more with both farmers and homemakers who have a high level of living, or who have had nine years or more of formal schooling, than with those who have a low level of living, or who have had less than nine years schooling. This seems to direct attention to the content of the program, and to methods used in carrying it out.

While a very high percentage of farmers and homemakers have adopted some of the practices that have been emphasized in the program, it should not be overlooked that a rather high percentage have not adopted other of the practices. This raises a question as to whether the most important, or needed, practices have been emphasized, and whether the more effective approach to an understanding of some of the practices could be found. For example, only 45 percent of the homemakers who grow chickens have adopted the practice of using nicotine sulphate or sodium fluoride to control lice on chickens. Out of 52 homemakers who gave reasons for not adopting this practice, 30 said, in effect, that their chickens have never had lice. Does this seem to indicate that either chicken lice do not create a serious problem with a rather high percentile of homemakers, or that additional educational work on identifying losses caused by chicken lice is needed? Of the homemakers not adopting the practice of using whole grain, or enriched, bread or cereal, 22 claim not to know what "enriched" means.

Another example, 70 percent of the farmers who grow corn have not adopted the practice of using a heavy application of fertilizer on corn. Out of 81 farmers

who gave reasons for not adopting this practice, 61 stated, in effect, that it would not be profitable to use that much fertilizer. Does this practice apply to all farms in the parish or does it apply only to certain groups that might be identified? Of the 34 farmers who gave reasons for not adopting the practice of using hybrid corn five said, in effect, that hybrid corn is too soft, and five said it is too hard.

There is little or no correlation between the percentage of farmers or homemakers adopting practices and the number of years the practices have been emphasized in the Extension program. Does this seem to emphasize that program and work planning should be considered a continuous process? Does it seem to place a rather heavy responsibility on the people who determine the content of the Extension Program, and the ways and means of getting it out to the people?

It is evident from data collected in this study that a high percentage of farmers and homemakers in Madison Parish have a good knowledge of the Extension Service, that the attitude of the people toward Extension is favorable, and that they have accepted its way of working with people. Extension, therefore, appears to have a continuous challenge and an opportunity to perfect its program and methods to fit any changing conditions in the parish, and to meet in, so far as possible, the needs and interests of all the people.